

NOAA ClimateWatch Editorial Workshop

June 1 - 2, 2009

NOAA Building 3, Room 4527

Silver Spring, Maryland

The National Oceanic and Atmospheric Administration is planning a 1.5-day NOAA ClimateWatch Editorial Workshop on June 1-2, 2009, in Silver Spring, Maryland. All NOAA personnel who communicate and engage with the public about the agency's climate science and service programs are invited to attend. Other invited participants include communications professionals from museums and science centers as well as educators and storytellers from tribal communities. In addition to publishing in our own Web portal, we also aim to work in extensible ways and to share our content with partners in other venues.

NOAA is a world leader in providing climate, weather, and water information to the nation and the world. The agency is mandated by Congress to advance understanding of how the climate system works, to forecast future climate scenarios, and to share its information with the public. In turn, the public is increasingly coming to NOAA seeking information about climate variability and change to help them make more informed decisions in their lives and livelihoods. Thus, the agency is developing a new Climate Services Portal to make its data and information more publicly accessible as well as more extensible. This workshop is designed to begin the process of identifying, prioritizing, producing and publishing timely, authoritative content in the ClimateWatch section of the Climate Services Portal. NOTE: the Portal is not designed to be an end but rather a *means* for extension and engagement, both within the agency and with our partners who share in the larger mission of promoting public climate literacy.

As NOAA centers and offices will benefit from having outreach personnel and science staff involved in this effort, we hope that projects and offices that are able will support travel expenses of those who wish to participate. To encourage and facilitate broad attendance, we anticipate having some **funds available to defray the travel expenses of participants who request it.**

The following briefly summarizes the workshop's goals and objectives:

• Day 1: Define and Develop Editorial Processes

- Brief overview of the vision for, and current status of, the NOAA Climate Services Web Portal.
- Identify the core team of communicators, data visualizers, designers, and production personnel who will produce and publish content in the Portal.
- Map out the editorial processes for content development, review, and publication, including exploration of how Portal content relates to other Web sites and communications products published by the agency and its partners.

• Day 2: Communicating through Storytelling

- Author and speaker Andy Goodman (www.andygoodman.com) will tell the story of story, providing inspiration and simple steps to help participants improve their ability to tell NOAA's climate science and services stories—both in writing and in public presentations. Participants who attend this session will have a brief pre-event homework assignment (creative writing abilities not required). Time will be spent in interactive sessions outlining story ideas and beginning to build storyboards for their development.
- Overview of “best practices” and production pathways for visual products to be produced for the portal

This workshop is sponsored by the NOAA Central Region Collaboration Team, courtesy of a mini-grant award from the NOAA Executive Committee on Engagement. Partners in planning and hosting the workshop include NOAA's Office of Oceanic and Atmospheric Research and its Climate Program Office, Geophysical Fluid Dynamics Laboratory, and International Research Institute.

Hotels in Downtown Silver Spring

***Note:** Summer is a busy tourist season in Washington, D.C. We recommend you make your reservations as soon as possible. Please ask for the **NOAA Communicators' Conference** rate when you reserve your room.*

Crowne Plaza Washington DC/Silver Spring

8777 Georgia Avenue
Silver Spring, Maryland 20910
Phone: 301-589-0800
Fax: 301-587-4791

Government rate, including complimentary breakfast for May 31-June 6 is:
\$195.00 per night

Hampton Inn Washington DC/Silver Spring (NEW)

8728-A Colesville Road
Silver Spring, Maryland 20910
Phone: 301-588-5887
Fax: 301-588-5889

Government rate, including complimentary breakfast for May 31-June 6 is:
\$195.00 per night (cut-off date to reserve rooms at per diem government rate is a month ahead of time, pending availability)

Courtyard by Marriott Silver Spring Downtown

8506 Fenton Street
Silver Spring, Maryland 20910
Phone: 301-589-4899
Fax: 301-589-4898

Government rate for May 31-June 6 is:
\$199.00 per night

NOAA ClimateWatch Editorial Workshop Agenda (Draft)
NOAA Building 3, Room 4527
1315 East-West Highway
Silver Spring, Maryland

DAY 1 (Monday, June 1)

12 noon	– Open registration	
1:00 p.m.	– Supporting NOAA Climate Services via the Internet	Chet Koblinsky
1:15 p.m.	– Attendee Introductions	All
1:30 p.m.	– Review of workshop goals & objectives	David Herring
1:40 p.m.	– Status update on Climate Services Portal development	D.Herring
2:10 p.m.	– Q&A about the portal development & timelines	All
2:30 p.m.	– A grassroots approach to successful virtual team building	D.Herring
3:15 p.m.	– Questions, group discussions	All
3:30 p.m.	– BREAK	
3:45 p.m.	– Overview of portal magazine content types & Style Guide	LuAnn Dahlman
4:15 p.m.	– Group discussions	All
4:30 p.m.	– A proposed model for production, review & publication	D.Herring
4:45 p.m.	– Group discussions	All
5:30 p.m.	– ADJOURN	

5:30 – 7:30 p.m. – SOCIAL (*Optional, location TBD*)

DAY 2 (Tuesday, June 2)

8:30 a.m.	– Coffee, tea, & bread	
8:50 a.m.	– Welcome back, brief recap, keynote speaker introduction	David Herring
9:00 a.m.	– Storytelling: The <i>First</i> Big Thing	Andy Goodman
10:00 a.m.	– Story outlining exercise (<i>and break as needed</i>)	All
11:00 a.m.	– Individuals share ideas	led by Andy Goodman
12 noon	– LUNCH	
12:30 p.m.	– <i>Wolakota: A Vision for Climate-Resilient Tribal Communities</i>	James Rattling Leaf
1:00 p.m.	– Enhancing Storytelling with Compelling Data Visualizations	Ned Gardiner
1:45 p.m.	– Q&A	
2:00 p.m.	– Group breakout sessions (<i>~5-7 working groups in parallel</i>)	All
3:00 p.m.	– BREAK	
3:15 p.m.	– Resume breakout sessions	All
4:15 p.m.	– Groups report out	Group spokespersons
4:45 p.m.	– Wrap up and looking ahead	D.Herring
5:00 p.m.	– ADJOURN	